



# Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

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## WELCOME!

In this issue, we are pleased to report on our continued national collaboration with the Wal-Mart Stores, Inc. for Breast Cancer Awareness Month 2002. This year, the National Cancer Institute (NCI) joined as a key partner and arranged a centralized distribution of "Not Just Once" bookmarks to Wal-Mart pharmacies across the country. For more information, including the experiences of the Quality Improvement Organizations (QIOs) in Indiana and New Jersey, see the stories on pages 2-3. We extend special thanks to Jarrod Davis, Pharmacy Marketing Coordinator at Wal-Mart.

An additional "tip of the hat" to Sheila Wilcox, MHS, of NCI. In 2001, we received feedback that the "Not Just Once" publication ordering process was in need of improvement. Ms. Wilcox and her colleagues successfully revised and streamlined this process. This year, no QIOs reported significant difficulties in ordering or receiving materials.

We are always looking for articles or ideas for upcoming issues of the Not Just Once Newsletter. Please send these – or any comments – to Editor Maribeth Fonner at e-mail [mfonner@cms.hhs.gov](mailto:mfonner@cms.hhs.gov) or phone (816) 426-5039.

Sincerely,

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## Successful Partnership with Wal-Mart Stores, Inc. Continues for National Breast Cancer Awareness Month

- Sheila Wilcox, MHS

For National Breast Cancer Awareness Month (NBCAM) in October 2002, the Centers for Medicare & Medicaid Services (CMS) and the Medicare Quality Improvement Organizations (QIOs) renewed their partnership with Wal-Mart Stores, Inc. and the local Wal-Mart pharmacies. This year, the National Cancer Institute (NCI) joined as a key, national-level collaborator.

This partnership began several years ago when the North Carolina breast and cervical cancer coalition worked with Wal-Mart pharmacies and other corporate partners in the state. Medical Review of North Carolina, the QIO in that state, was a coalition member and shared its experience with CMS, NCI, and other QIOs.

In 2001, Dr. Annette E. Kussmaul, lead for CMS's National Medicare Mammography Campaign, approached the Wal-Mart Stores, Inc. headquarters in order to expand this partnership nationally. For the last two years, the partnership has continued to work with the Wal-Mart national Pharmacy Marketing Coordinator, Jarrod Davis.

During the 2001 pilot, QIOs worked with the Wal-Mart pharmacies in their states on an individual basis. They provided "Not Just Once" bookmarks and posters for the pharmacies to distribute. NCI estimated that over 300,000 bookmarks, posters and brochures were ordered by the QIOs in preparation for BCAM 2001 activities, including the Wal-Mart partnership.

Based on this pilot, CMS and NCI anticipated an increased demand for these breast health education materials for October 2002. NCI shipped 540,000 "Not Just Once" English bookmarks directly to the Wal-Mart warehouse to help ensure timely receipt of materials and to streamline the process. The warehouse, in turn, delivered packets of 200 bookmarks with a cover letter to each of the approximately 2,700 Wal-Mart, Sam's Club and Neighborhood Market pharmacies in the country.

Mr. Davis posted NBCAM details on Wal-Mart's intranet so that all pharmacists and pharmacy managers would learn about the partnership, the shipment of bookmarks, and the role of the QIOs. He also shared NBCAM information with pharmacy district managers and others.

CMS encouraged the QIOs to make contact with the Wal-Mart pharmacies in their respective states to follow-up on the shipment of bookmarks, provide Spanish language materials (if necessary), and offer other opportunities for partnership.

Thirty QIOs responded to the follow up evaluation that identified what worked well and what aspects of the partnership need improvement. Overall, the national distribution of bookmarks worked very well. None of the QIOs reported any significant problems in ordering or receiving materials. A few QIOs reported that the stores didn't receive instructions on what to do with the bookmarks, and/or that the stores were unaware of the partnership. This may have

resulted from competing attention to the dock strike on the west coast, which held up store holiday orders. Thus promoting the partnership more among the individual stores would be a potential goal in the continuation of this partnership for National Breast Cancer Month in 2003.

*Ms. Wilcox is a Public Affairs Specialist with the National Cancer Institute's Office of Education and Special Initiatives.*



## Wal-Mart and Medicare Quality Improvement Organization Partnership Opens Doors in Indiana

- Jan Miltenberger, RN, MS

Health Care Excel, the Medicare Quality Improvement Organization (QIO) for Indiana and Kentucky, was pleased the Wal-Mart partnership program piloted in 2001 was expanded in 2002. Health Care Excel sent letters to the pharmacy managers of 89 Indiana and 76 Kentucky Wal-Mart stores explaining the expanded program and recommending the use of the "Not Just Once" bookmarks. The pharmacies were encouraged to distribute these bookmarks to women aged 40 or older as pharmacy bag stuffers. Packets of 200 bookmarks were shipped to individual stores from the Wal-Mart warehouse for the start of National Breast Cancer Awareness Month (NBCAM), October 1, 2002. The contact name and telephone number of the Medicare QIO also was included for follow-up purposes. To capture publicity for this partnership activity, Health Care Excel sent a press release

to 141 Indiana and 105 Kentucky newspapers.

As a result of the Wal-Mart partnership during NBCAM, two telephone calls were received from the Frankfort and Columbus, Indiana Wal-Mart stores. Both stores were conducting grand openings, and requested a Medicare QIO representative be present to distribute health information. The Medicare QIO representative was strategically located, once in the pharmacy area, and once as the "Wal-Mart Health Information Greeter," at the store entrance. More than 1,300 mammography bookmarks, and numerous other Medicare beneficiary health education materials were distributed at the second event, so location IS everything. Both stores evaluated the event as a huge success.

The partnership with Wal-Mart proved beneficial for several reasons. Many people, especially older people, are

interested in health information and appreciate the opportunity to talk with a knowledgeable health educator about health concerns. These partnerships are important opportunities to disseminate information. People want to stay healthy, but often times do not have the knowledge or resources to make informed and healthy choices.

Partnerships are important, and often, unexpected opportunities evolve. Although it is not feasible for the Medicare QIO to go to every Wal-Mart, resources could be recommended, such as the local health department, health clinics, health career students in high school or higher education programs, or other health-related groups.

*Ms. Miltenberger is a Clinical Coordinator with Health Care Excel, the Quality Improvement Organization for Indiana.*

## The Wal-Mart Partnership: New Jersey's Experience

- Hope O'Neill, RN

The Centers for Medicare & Medicaid Services (CMS) and Wal-Mart Stores, Inc. teamed up in October 2002 for an important health effort as part of National Breast Cancer Awareness Month (NBCAM). Educational bookmarks created by CMS and the National Cancer Institute were distributed to Wal-Mart pharmacy customers nationally to promote screening mammography. This article summarizes New Jersey's experience with this national initiative.

In follow-up to the national shipment of bookmarks to the 31 Wal-Mart pharmacies throughout New Jersey, PRONJ, The Healthcare Quality Organization of New Jersey, Inc., telephoned these pharmacies inquiring about the partnership. The follow-up call consisted of five questions about the Breast Cancer Awareness materials: 1) Were the NBCAM supplies received timely (prior to October 1st); 2) Was the supply sufficient; 3) How were the materials distributed (i.e. were they on display

for patrons to take, were they handed to customers or placed in their bag at time of purchase); 4) How many bookmarks were distributed; and 5) Would the pharmacy be willing to partner with CMS/PRONJ for other health care initiatives.

PRONJ contacted 25 of the 31 Wal-Mart pharmacies in the state. Pharmacists were willing to discuss the Breast Cancer Awareness educational materials and if the pharmacist was

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## Iowa QIO Expands Bookmark Campaign for Mammography Awareness

Through a partnership with Hy-Vee, a popular retail grocery chain in the Midwest, the Iowa Foundation for Medical Care (IFMC), the Medicare Quality Improvement Organization (QIO) in West Des Moines, Iowa, is expanding upon the mammography awareness campaign begun by the Centers for Medicare & Medicaid Services and its national partners. Through a collaboration with Wal-Mart Stores, Inc., “Not Just Once” mammography awareness bookmarks were distributed to pharmacy customers nationwide.

“Like Wal-Mart, Hy-Vee food stores are a great way to effectively and efficiently reach a lot of people with Medicare in our region. We pitched the idea to Helen Eddy, Hy-Vee’s supervisor of pharmacies. She was very supportive, offering to mail the

bookmarks to the pharmacies directly from Hy-Vee corporate,” says Kathleen Murrin, provider liaison with IFMC.

In early September, 66,550 bookmarks were distributed to the 121 Hy-Vee pharmacies in Iowa, Nebraska and Illinois. Each pharmacy received 500 English and 50 Spanish bookmarks. An explanatory and encouraging cover memo was included. The memo contained information on the importance of early detection, a reminder about Medicare coverage and a recommendation to staple the bookmarks to, or place them in, prescription sacks. During the same period, approximately 40,000 bookmarks were distributed to 200 Wal-Mart pharmacies in the same three-state region.

With the help of Dr. Annette E. Kussmaul, lead for the National Medicare Mammography Campaign, news of the Hy-Vee campaign was quickly communicated to QIOs in the other states where Hy-Vee pharmacies are located. Hy-Vee has retail outlets in Iowa, Nebraska, Illinois, Kansas, Missouri, Minnesota and South Dakota. All QIOs responded with interest and worked directly with Hy-Vee to establish the same partnership arrangement.

“For most any retailer, the bookmarks are a meaningful, no-cost service to their customers and the community,” Murrin adds. “It’s good business for them, and it’s a good partnership for us.”

## CMS Region I Collaborates with Local Borders Bookstore

On November 8-9, 2002, as part of “Senior Appreciation Days,” Borders Bookstore – in partnership with the Centers for Medicare & Medicaid Services (CMS) – gave seniors bags stuffed with Medicare information. These included the “Medicare & You” Handbook and mammography bookmarks and pamphlets.

As part of an ongoing effort, the store – located on School Street, in Boston, MA – has placed extra mammography bookmarks and pamphlets at its cash registers. It has also placed copies of the 2003 “Medicare & You” Handbooks in its “Aging” section, with a sign stating, “Handbooks are free.”

Pictured at right are Borders store manager Dan Durica, CMS Beneficiary Service Specialists Monica Henderson and Peter MacKenzie, and Borders Corporate Sales Coordinator George Mull.

CMS Boston Regional Office staff plan to work with Mr. Mull in the future. They will also explore the possibility of expanding outreach efforts to other Borders bookstores in the state/region.



## Delaware Network Encourages African-American Senior Women to Get Mammograms

*-Romie Lutz, Cindy Mannis, and Paula Savini*

What do visits to the beauty shop, prayer group meetings, and Avon makeovers have in common? All are opportunities for African-American women with Medicare to spread the word to their peers about the importance of getting annual screening mammograms.

Quality Insights of Delaware, the Delaware Quality Improvement Organization (QIO), organized the MAAM Coalition (Mature African Americans for Mammography) in response to the 10% disparity in mammography rates between African-American and Caucasian women in Delaware that existed in 1999.

Only 40% of African-American seniors in Delaware got a screening in that year.

Cindy Mannis, Director of Performance Improvement at the QIO, contacted key women throughout the state and asked for their assistance in moving the project forward. Representatives from Delaware chapters of the National Coalition of 100 Black Women, Sisters on a Mission, Lettety's Sisters in Session, Circle of Friends, Alpha Kappa Alpha, and Zeta Phi Beta have united for this effort. Joining them were professional groups such as the Delaware Breast Cancer Coalition, Christiana Care Health Services Mammography of Delaware, Delaware Commission of Women, Minority Health Council, the

American Cancer Society, and local church communities. The organizations created and named the resulting network the MAAM Coalition.

The Coalition is composed of African-American women community leaders, active and retired health care workers, parishioners, and others interested in promoting mammography as an important tool for early detection of breast cancer.

The MAAM Coalition meets on a regular basis, coaching its members to feel comfortable when talking about breast health, breast self-exam, and the mammogram procedure in front of individuals and groups. They promote new interventions for getting women to radiology clinics for that important appointment.

They also developed a scorecard for each participant to jot down the number of women she has spoken to and her most successful methods of presentation. Partnerships with area organizations provided incentives to women who got a screening mammogram as a result of the MAAM Coalition's efforts.

At the end of the three-year period, disparity dropped from 6.9% to 5.3% in the MAAM Coalition activity area. The best part: the MAAM Coalition felt so strongly about its work that it continues to operate today as part of the Delaware Breast Cancer Coalition.

Quality Insights of Delaware cites several keys for success of grassroots organizations like the MAAM Coalition:

- Know your community – their needs, their wants, and their values.
- Create trust by building personal relationships with as many of the members as possible.
- Learn the culture and embrace it.
- Listen to what the community feels is the problem, why it hasn't been solved and how it should be solved.
- Develop mutually beneficial interventions through brainstorming and "trial and error."
- Encourage all ideas, and don't be afraid of non-traditional strategies.
- Keep the group's goal in the forefront. Be consistent. Be persistent – not pushy.
- Don't forget to say "Thank you." Highlight community and individual accomplishments.

For further information, contact Cindy Mannis at [depro.cmannis@sdps.org](mailto:depro.cmannis@sdps.org) or phone (302) 478-3600 x114.

*Ms. Lutz is a Health Educator, Ms. Mannis is Director of Performance Improvement, and Ms. Savini is Communications Director at Quality Insights of Delaware in Wilmington, DE.*

### "New Jersey's Experience" continued from page 3

not available, a pharmacy technician aware of the program shared the information with us. All but two received the information timely (prior to October 1st). The pharmacies placed the educational materials on display for the customers to take, while four of the pharmacies placed the materials in the bags of the women customers at the time of purchase. Every Wal-Mart pharmacy contacted stated that they had an area set up for health materials for customers to read and take home. One pharmacy held a Women's Health Day during October and distributed health care materials to all women. The 25 pharmacies distributed 5000 pieces of the Breast Cancer Awareness educational material and every pharmacy stated that the supply was sufficient for the month of October. Most pharmacists replied that they

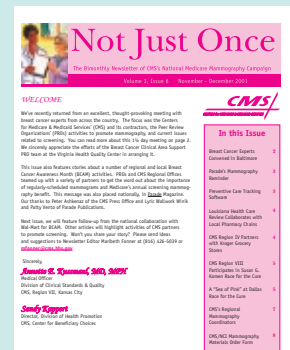
also receive materials from local agencies and therefore always have health education materials available for distribution.

The pharmacists and pharmacy technicians were all familiar with the program and willing to discuss the partnership. All the Wal-Mart pharmacists contacted by PRONJ stated that they would be willing to work with us on other health initiatives including diabetes and immunization but we would first have to go through the corporate headquarters.

This partnership appears to be very successful in distributing health care materials and CMS, NCI and PRONJ should continue to work with Wal-Mart.

*Ms. O'Neill is a Clinical Assessment Associate with PRONJ, The Healthcare Quality Organization of New Jersey, Inc. in East Brunswick, NJ.*

To read back issues of the **Not Just Once** Newsletter, please visit the website: [www.cms.hhs.gov/preventiveservices/1a.asp](http://www.cms.hhs.gov/preventiveservices/1a.asp)



## CMS's Regional Mammography Coordinators

CMS's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects focusing on older women. We encourage you to make contact with our coordinators listed below and learn more about how we can be of assistance to you.

Monica Henderson or  
Peter MacKenzie  
CMS Region I  
John F. Kennedy Bldg., #2275  
Boston, MA 02203  
(617) 565-1269 or 4857  
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[pmackenzie@cms.hhs.gov](mailto:pmackenzie@cms.hhs.gov)

Norma Harris or  
Iris Bermudez  
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Margaret Medley or  
Lucy Matos  
CMS Region X  
2201 Sixth Avenue, RX-44  
Seattle, WA 98121-2500  
(206) 615-2355 or 2327  
[mmedley@cms.hhs.gov](mailto:mmedley@cms.hhs.gov) or  
[lmatos@cms.hhs.gov](mailto:lmatos@cms.hhs.gov)



## Order Form - *Mammograms*

### NCI / CMS Materials

Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
		Email:		
City:	State:	Zip Code:		
<b>Title &amp; Contents Description</b>	<b>Language</b>	<b>Inventory Number</b>	<b>Size</b>	<b>Quantity</b>
<b>Mammograms... Not Just Once, But for a Lifetime</b> Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
<b>Mammograms for Older Women Poster</b> Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
<b>Mammograms for Older Women Bookmark</b> Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
<b>Knowledge &amp; Behavior of Women Ages 65 and Older on Mammography Screening &amp; Medicare</b> (Limited quantities available) 25-page bound report with findings from a telephone survey conducted in Spring of 1999. Also available at: <a href="http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf">http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf</a>	English	T162		
<b>Breast &amp; Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care</b> This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
<b>Mammogram Reminder Pad **UPDATED**</b> A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
<b>"Do it for yourself, Do it for your family" ** NEW **</b> Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

**Mail order form to:**  
 National Cancer Institute  
 P.O. Box 24128  
 Baltimore, MD 21227

**OR**

**Fax order form to:**  
 410-646-3117

*If receipt of your order is not confirmed the same day by fax or email, please re-send.*

*Orders take 7-10 days to process and deliver via UPS.*

*Call Dawn Brown in the Distribution Center at 410-644-6538 for questions.*